

CHAPTER – II

REVIEW OF LITERATURE

Review of literature which is an inextricable part of research leads to new ideas to carry out the research in various dimensions. In this chapter, reviews pertaining to online shopping behaviour, perception and satisfaction on branded and non-branded products which are purchased through online shopping were discussed. Undoubtedly, the past record of literature will help the researcher to understand the various tracks through which the earlier researchers have travelled, it helps to find out the research gap which exists between the studies so far conducted in the relevant research area.

REVIEWS RELATING TO BUYING BEHAVIOUR

*Narges Delafrooz et.al (2009)*¹ examines the significance of attitude toward online shopping. It is a Two Fold study. The main objective of the study is to determine the relationship between attitude towards online shopping with shopping orientation and perceived benefits scales and to investigate the factors that influence people's attitudes towards online shopping. For this study, 370 post graduate students were selected using random sampling technique. Five Point Likert Scaling Technique is used to determine student's attitudes towards online shopping. The regression analysis tool is used to explain the determinants of consumer's attitudes towards online shopping. It is found that utilitarian orientations, conveniences, price and wider selection has influenced consumer's attitudes towards online shopping.

*Chayapa Katawetawaraks, Cheng Lu Wang (2011)*², has undertaken study on the topic "Online Shopper Behaviour: Influences of online shopping decision". The study is about to investigate consumer motivations theoretically that affect the online shopping behavior. The main objective of the study is to give an overview of online shopping decision process by comparing the offline and the online decision making. Theoretical Background process were used to identify the factors impeding and to draw the managerial implications of online sellers. The respondents found out that the factors which are impeding consumers from online shopping are Security, Intangibility of online product, Social Contact, dissatisfaction with online shopping

and also some of the managerial implications are trustable and securer website, user friendly website, online service and additional option.

*Nanchaya Naruphai et.al (2011)*³ had made a research in the topic “Factors Influencing Online Consumers Intension to purchase in an Online Auction and shopping website in Tailand”. The objective of the study is to examine the factors influencing between online information system quality, online auction price and online service quality toward online consumers intention to purchase in an online auction and shopping website. 397 online consumers are involved in the study. Pearson’s Correlation Coefficient Analysis and Multiple Regressions were used to test the hypothesis. It is found that the online information system quality has positive relationship to online consumer’s intension to purchase. Online auction price and online service quality also have the significant and positive relationship with online consumer’s intention to purchase and it as well, influence their attraction.

*Mehrdad salehi (2012)*⁴ of Malaysia conducted a study in the topic "Consumer Buying Behaviour towards online shopping stores in Malaysia” to analyze the factors that influence the online shopping intention of the Malay people. The objective of the study is to find the factors influencing on consumers towards online shopping in Malaysia and to understand the correlation between website quality and online shopping behaviour. 60 respondents were used for the study. The study applied Rotation Factor Analysis technique to identify and classify the factors. It was noted that five factors that is online retailers website development and design quality, nature of shoppers security ensured, web site uploading time, its appearance, originality on design of websites and trust build on online retailers are the factors which greatly influences the online shopping decision and intention of the Malay consumers.

*Amit Kumar Singh and Malsawmi Sailo (2013)*⁵, conducted a study in the topic, “Consumer Behaviour in Online Shopping – A Study of Aizawl”. The study is based on assumption of classical model behavior and perception of online consumers in Aizawl. The main objective of the study is to learn consumer perception and behavior towards online shopping. 30 respondents have been involved in the study. It is observed from the study that even before finalizing the product, they compare the prices between the online stores and they review all the feedbacks and rating about the product, as well. They perceived the main obstacle in the process of online shopping

to be the safety issue. It is experienced by the online shoppers that they are motivated to buy online. The overall study concludes that they are satisfied with the online shopping with the prices, delivery etc., in comparison with local shopping.

*Sri Astuti Pratminingsih (2013)*⁶ made a research in the topic “Factors influencing Customer Loyalty toward online shopping”. The objective of the study is to make investigation of influence of satisfaction, trust and commitment on customer loyalty toward online shopping. 265 respondents were involved in the study. The data is collected by adopting convenient sampling technique. Multiple Regression and qualitative analysis were used as tools for the study. Loyalty of a customer leads to increase in repeat purchase behavior. It is discovered that trust, commitment and customer loyalty are conceptually connected and have positive significant relationship. It is suggested for the managers of online stores also to pay attention to customer online experience from first encounter, purchase & delivery through after sales service. However, online experience may influence consumer’s satisfaction with the e-service which in turn will also influence customer trust, commitment and loyalty. By offering good service quality, incentives and promotions to the customers, they are also entitled to get the loyalty of the good customers.

*Gaganeep Nagra and Gopal (2013)*⁷, has shown interest in the topic “A Study on Factors Affecting on online shopping behavior of consumers”. The main objective of the study is to analyze the impact of demographic factors of consumers on online shopping parameters like satisfaction with online shopping, future purchase intention, and frequency of online shopping, number of items purchased and overall expenditure on online shopping. By adopting random sampling technique, 70 respondents were selected for the study. For Data analysis ANOVA tool is used. It is inferred from the study that women are more impulsive buyers as compared to men and are more likely to be attracted towards the promotional schemes offered by retailers and hence, gender has significant impact on frequency of online shopping. The overall study proves that the respondents have perceived online shopping in a positive manner.

*Iuliana Cetina et.al (2013)*⁸ made the study on the topic “The Effects of Social Media Marketing on Online Consumer Behaviour”. Its main objective is to provide insights into a marketing phenomenon like student’s pattern of using social media and social networking sites and reaction to the advertisement in the said medium. Social

media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. 236 online student respondents were used for the study. Social networking sites have positive impact on the respondent's perception of online advertisements. It is suggested that in order to be successful in social media marketing, companies need to create a buyer person and then develop and constantly adjust the online marketing strategy according to the interests of customers for long term success.

*Ashish Bhatt (2014)*⁹, assessed the "Consumer Attitude towards Online Shopping in selected regions of Gujarat". It is observed from the study that consumers use internet not only for purchasing products through online but also for comparing price, quality, after sales and service and the performances of websites. The study is based on descriptive research and exploratory research. Convenience sampling method has been used to collect sample data. It is confirmed from the study that consumers perception towards online services are determined by five prime factors: They are availability of information, consumers perceived opinion on product usage, shopping experiences, nature of security and privacy ensured while shopping on online. The Tri – Component Model has been used in the study. It is found that most of the customers do payment by Cash on Delivery and also it is deduced from the study that people having monthly income below Rs.1,00,000 prefer for cash on delivery method and above Rs.3,00,000 prefer for internet banking payments.

*Deepjyoti Choudhury and Abijith Dey (2014)*¹⁰, examines the online shopping attitude of youth – A Study on University Students". The study is about to find the impact of five factors such as internet literacy, gender, educational qualification, website usability, and product price. 200 respondents from Assam University were participated in the study. Convenience sampling method has been adopted to collect the samples. Percentage analysis and Chi-Square test has been used to compute the findings. It is found from the study that 91% of respondents are Graduates. It is examined from the study that the reason for not using online shopping is due to inability to touch and feel the product physically while shopping and internet literacy has significant relationship on line purchase. It is also found that the educational qualification has no impact on online shopping.

Rahul Argha Sen (2014)¹¹, conducted a study in the topic “Online Shopping – A Study of the factors influencing online purchase of products in Kolkata. The main objective of the study is to find out the factors that influence the online purchase of products. By adopting convenience sampling method 150 sample respondents were selected for the study. It is known from the study that consumers are highly influenced to purchase through online for various reasons like: convenience price, offers, discounts, availability of varieties of brands, cash on delivery and other sales promotion techniques. The study shows that customers in Kolkata considered the price as a major influencing factor than any other factors. The study suggested the online shoppers should adopt effective communication of the seller’s information, better sales services and ensuring proper marketing strategies.

Tze – Hsien Liao, Ching – Jui Kemg (2014)¹² attempt a study in the topic “Online Purchase Delay: The roles of online consumer experiences”. The objective of the study is to analyze about the online purchase delay and the online consumer’s experiences on it. Totally 987 participants were involved in the study with some cameras’ specifications. It is found that the consumers who perceived the information in online advertisement to be unreliable, ineffectual and difficult to understand are tend to delay their purchase decisions and they are supposed to spend additional time for gathering information regarding the specified products. The study verified the purchase delay that occurs during online purchase processes, provides evidence that consumer online purchase processes can be discontinuous.

Nirmala and Harisevitha (2015)¹³ concentrated in the topic “Usage of Online Shopping among College Students with reference to Coimbatore City”. The prime objective focuses on the usage of online shopping buying behaviours towards college students in Coimbatore. Convenient sampling method has been used for collecting samples and from that way 100 respondents were selected for the study. Frequency analysis, cross tab analysis, t-Test and ANOVA were used to find out the result. The research design preferred for the study is of descriptive study. It is inferred the female students prefer for online shopping while compared to the male students. The students prefer to shop more from Flipkart shopping site than the other online shopping sites. It is evident from the study that the majority of the respondents often prefer online shopping.

Sunil (2015)¹⁴, had published research article in the topic “Trends and practices of consumers buying online and offline: An analysis of factors influencing consumer’s buying”. It’ main objective is, to study the consumer’s preferences for online and offline shopping trends in India. 875 respondents were selected for the study. The study divided the consumers shopping into three categories (i) Pre-sales offers extended by the retailers (ii) nature of products assortment retailers have and their offering of after sales services and nature of products offered for sales. The study strongly commented that retailer’s choice as purely based on the above said criterions and the study commented that though online shopping is a growing concept in India, it has significantly influenced the shopping practices of the retail consumers in the recent years.

Saravanan (2015)¹⁵, analyzed the customer’s shopping behavior on online in Coimbatore city. The main objective of the study is to know the order of preference given by the online consumers for different websites and to assess the most frequently buying product through online shopping. 200 sample respondents were involved in the study. The study reveals the fact, the online buyers mostly preferred electronic goods through online shopping websites. The study concludes that online shopping has many disadvantages that cause problems to the online buyers like: collection of fraudulent credit card charges, opening new credit accounts and misuse of current accounts. It is suggested for the online consumers to be better educated which in turn makes the internet shopping smarter and to get more awareness about the internet shopping, as well.

Zivile Bauboniene, Gintare Guleviciute (2015)¹⁶, were done research on the topic “e-Commerce factors influencing consumers online shopping decision”. The objective of the study is to know the factors driving online shopping and to develop an understanding of the factors influencing the online shopping by the consumers. Quantitative Research methodology has been used in the study. 183 Lithuanian consumers were considered for the study. The majority of the online shoppers have selected this line for its convenience and its simplicity. Secondly, the attractive price of the products are were considered. Women are more affected by the price while men are influenced by faster and more convenient shopping. Based on the analysis it is lucid that there are four factors which affect the online shopping and they are technological factors, consumer-related factors, price Factors, product/ service factors.

Lakshmi (2016)¹⁷ had conducted a study on the topic “Consumer Buying Behaviour towards online shopping”. According to the study the factors that affect the consumer behavior are personal characteristics, Social Characteristics, Psychological Characteristics, Cultural Characteristics, Customer Loyalty, Trust, Price, Confidence, Security, convenience, time, after sales etc., Consumer’s previous experience and satisfaction brings out a loyal consumers. Moreover, the web design and delivery time are not important for the customer loyalty. Trust and convenience are the most important variable for consumers when they decide to shop online. It also shows that the popularity of online shopping among young generation is because of the students and the professionals. Online shopping is benefited to the consumers in terms of convenience, Time Saving and Money Saving.

Meeran Mydheen (2016)¹⁸, make study in the topic “A Study on Attitude of Students towards Online Purchasing”. The objective of the study is to know the attitude of the students towards online purchasing by comparing the product, discount, offer, and any time purchase facility and level of satisfaction over their purchase experience. Exploratory research design has been used in the study. By using convenient sampling technique, 120 respondents were selected for the study. It is found that the family income significantly associate with the method of payment by the students, because, income decides the purchasing capacity and also the payment preference. It is known from the study that most of the students purchase the product through cash on delivery basis. It is suggested that the offer and the discount should be more for student category, so that they can overcome the price barriers.

Pritam Kothari and Shivganga maindarge (2016)¹⁹ had analyzed in the topic “A Study on Customers Attitude towards Online Shopping in India and its impact: with reference to Solapur City”. The study is conducted to know the factors those motivates and affects customer’s attitude towards online shopping. Convenience sampling method has been used in the study to select samples. 100 sample respondents were involved in the study. The study result’s tough the usage of online shopping by customers is increased, still some of the customers give first preference to manual shopping for regular purchase. It is found that the occupation of respondents is independent of purchase habit and that has no role to play in product choice and majority of the respondents have used online shopping and have shown

willingness to continue the same. Finally, majority of the respondents are satisfied with online shopping.

Vikash and Vinod Kumar (2017)²⁰, has made a research in the topic “A Study on consumer perception toward online shopping”. The prime objective of the study is to understand and analyse the consumer perception regarding online shopping. 100 sample respondents were involved in the study. Factor Analysis has been used to analysed the data. The article provided evidences that the online shopper’s prefer conduct of online shopping as they are influenced by certain shopping features like: convenience in online shopping and feel of self – containment with the product assortment available online. The study expresses that consumers pay more attention to the quality of products shopped online. Hence, it is suggested to the online marketers to ensure the quality standards of products delivered by them to the customers and should aim to match with the customer’s expectation.

Meenal Khandake and NaziyaMaldar (2017)²¹ had proposed a study in the topic “A study of consumer behaviour towards online shopping with special reference to Ratnagiri city, Maharashtra – India”. The objectives of the study are to analyze the consumer awareness, to find the motivating factors and to know the problems faced during online shopping. The study about to establish a preliminary assessment, evaluation, and understanding of the characteristics of online shopping. 100 respondents were selected for the study. Charting and tabulation tools are used to analyze the data. The most important motivating factor that influence the online shopping are time saving, convenience, customer service and price. It is found that Amazon is the most favorite shopping site and the majority of the respondents feel that there is always a delay in the delivery of products purchased through online shopping sites.

Pushpak Singal, and Supriyo Patra (2018)²² conducted a study in the topic “A Study on Consumer Behaviour towards Online Shopping in Kolkata”. The main objective of the study is to know about consumer awareness and preferences towards online shopping. Cross – Sectional research design was applied to the study. By adopting convenient sampling technique, a sample of 200 respondents were considered for the study. By using Black Box Model, various factors has been analyzed. Hierarchy of Effects Model has been used to study the attitude, behavior

and intentions shown by the consumers during their online purchase. Therefore, men mainly focused on electronic gadgets, and movie/railway/flight tickets and women opted for beauty products, accessories/apparels and movie/railway/flight tickets. It is found that Males spent Rs.5000 to 10000 per purchase while females spend only Rs.1000 to Rs.3000 per purchase.

Vidhyashree , Alay, and Shobha (2018)²³, conducted a study in the topic “A Study on consumer perception towards e-shopping”. The objective of the study is to know the awareness and perception on e-Shopping. Based on convenient sampling technique, 40 respondents were selected for the study. The study revealed that customers prefer online shopping for various reasons like: convenient payment practice, time saving features, purchasing power, and availability of variety of brands to select. The study suggests that online vendors should make online transactions flexible according to the needs of the customers as in the case of traditional shopping, it create more awareness on the online shopping. Most of the respondents prefer e-Shopping as it saves time, money, variety of choices and cash on delivery as payment mode. The study concluded by pointing out that the perception of the consumer associated with their personal characteristics and usage of online shopping is based on their needs and demand in the online shopping.

Santhi, Nanda Gopal's (2018)²⁴, study is about to find the relationship between customer attitude and online shopping intention. The core objective of the study is to know the factors influencing customer's attitude towards online shopping. By using Convenient Sampling method, the sample size selected for the study is 250. The tools used were percentage analysis, reliability analysis, analysis of variance and chi-square test. It is found that the strength of male respondents are more when compared to female respondents. It is known that there is no significant relationship between age, educational qualification, income & occupation with the consumer's attitude. It is suggested that quality and website design creates a positive impact on online shopping. Hence, the manufacturer and the seller should concentrate more on the designing part of the websites.

Sunita Srivatsava and Aravind Deo (2018)²⁵, has made a research on the topic “A Study of Factors Affecting on online shopping behavior of consumers”. The main aim of the study is to identify the factors which are influencing online shopping buying

behavior. The study has used qualitative and quantitative research methods. 153 respondents were taken as sample for the study. According to the study, women internet consumer's decision making is dominated by novel-fashion and men online shopper's decision making is influenced by brand. The factor analysis results for consumer's response across different factors shows that gender impacts the possession of internet and frequency of online purchase of consumer's occupation. The results proves that the respondents have perceived online shopping in a positive manner.

*Ardra Muralidharan, Shradha and Rashmi Menon (2018)*²⁶, were interested in the topic "Analysis of Consumer Buying Behaviour in Online Shopping: A Special reference to Kochi". The study is about to analyse the online shopping buying behavior of individuals at Kochi among the youth people. Theoretical frame work involved in the study are Expectancy value theory, Attribution theory. Methodology used for the study is quantitative analysis. 100 respondents were participated in the study. It is evident that majority of the respondents prefer Amazon for their online shopping. It is evident that the respondents have agreed that special offers, quality of product, services, delivery performance etc., are the factors that encourage online customers to shop from a particular site repeatedly and 65% of the respondents accept that reviews given by various customers influence them to purchase from that site. Half of the respondents agreed that 24 hours availability of the products help them to shop during their leisure time.

*Jukariya and Singhvi(2018)*²⁷, had a research in the topic "A Study of Factors Affecting Online Buying Behaviour of Students". This study is about to examine the key factors which effect buying motives of students of MPUAT, Udaipur for online buying or e-shopping. Quantitative research method is used in the study. By using random sampling method 100 respondents were selected for the study. According to the study, 91% of respondents strongly agree that personal privacy and security plays a vital role in deciding customer's decision about buying products online or not. 56% of respondents strongly agrees the factor that after sale service also affects their buying behavior.

REVIEWS RELATING TO AWARENESS ON ONLINE SHOPPING SITES

*Kavitha (2015)*²⁸, researched in the topic “A Study on Awareness and Determinants of Online Shopping”. The objective of the study is to examine the awareness about the rules and the regulations of online shopping, factors affecting on online shopping and benefits and services of online shopping. By adopting random sampling method, 200 respondents were selected for the study. The results show 54% of respondents are aware about online shopping through the advertisements. Moreover, 60% of respondents purchase their products through Flipkart.com and 40% of respondents purchase electrical and electronic goods in online shopping and 36% of respondents give importance to quality of the product only. Chi-Square results reveals that online shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income. Most of the respondents are satisfied with the product and service offered by online shopping sites

*Anantha Lakshmi and Arun Sarath Kumar (2016)*²⁹ had concentrated in the topic “Awareness and Attitudes of Consumers in Using Internet for Online Purchase”. The main objective of the study is to know the respondent’s attitude towards online shopping from the products they purchase using internet. The research design used in the study are both descriptive and analytical. The study gives an overall picture of the awareness and attitudes of consumers in using internet for their online purchase. By using random sampling method, 105 respondents were selected for the study. For analysis purpose Chi – square test, Kruskal – Wallis test, Ranking analysis and Multiple regression were used. It is found that 74 percent of the respondents prefer cash payment for their purchase through online shopping. Most of the respondents prefer to purchase mobile phones through online shopping. Similarly, most of the respondents rate that, quality of the goods purchased through online shopping sites stands good.

*Parveen Kumar Garg, and Sunita Sukhija (2018)*³⁰ made a research on the topic “A Study on Customers’ Awareness towards Online Shopping”. The study concentrate and on the impact of awareness of consumers on online shopping, respondents behavior, awareness about rules and regulations of online shopping and benefits and services of online shopping sites. Convenience sampling technique has been used to select the respondents. 500 respondents have participated in the study.

For making analysis Percentage analysis, Cronbach's Alpha, ANOVA and Multivariate Analysis has been used. It is inferred that 73 percent of respondents will check prices even for small value of products purchased through online shopping sites and also 42 percent of respondents feels that the shopping sites provides more varieties of products.

REVIEWS RELATING TO ONLINE SHOPPING

*Stuart Barnes and Richard Vigtvigden (2002)*³¹ had made an attempt to study the website (e-commerce) quality using Web Qual Method. Areas concentrated were website usability, information quality and service interactive quality to provide a rounded frame work for e-commerce offerings. 376 users were identified and involved in the study. It is observed that the majority of the respondents purchase books through internet. It is found that there are differences in usability between the three sites namely BOL, BS, Amazon for book purchasing are relatively small, suggesting that one a basic level of usability is achieved and the design of website is unlikely to be a differentiating competitive factor. Factor Analysis was used and five factors were found out i.e., information quality, usability, design, trust and empathy.

*Ming – Shan Wang et.al, (2007)*³² In order to analyse the effects of online shopping attitudes, subjective norms and control beliefs online shopping intentions the researcher conducted the study about online shopping intention of consumers from the perspective of planned behavior theory. 92 online users and 134 non-online users were taken for the study. SEM Model is used for deriving consumer's attitude towards online shopping specifically on perceived behavior control. It is evident that the control beliefs was stronger than that of the consumer's online shopping attitudes on their shopping intentions and the subjective norms of the consumers had no influence on their online shopping intentions.

*Umair Cheema et.al (2008)*³³, conducted a research in the topic, "The trend of online shopping in 21st century: Impact of enjoyment in TAM Model". The study is about to create a model based on technology acceptance model in order to find the other factors that influence online shopping intentions. Descriptive research method is used in the study. By adopting convenience sampling technique a sample of 150 respondents were selected for the study. For analysis, purpose regression analysis and reliability analysis were used. The study shows that 80.7% of respondents are male.

Majority of the respondents use internet for 1-2 hours. The factors that affect online shopping are perceived usefulness, perceived ease of use and perceived enjoyment. The result of the study is there is insignificant relationship of perceived usefulness with online shopping intentions and perceived ease of use acts as an important factor for developing online sites for online shopping.

*Timon Du et.al (2012)*³⁴ has examined in the topic “Effect of personalization on the perceived usefulness of online customer services: A Dual Core Theory” The major feature is that it can contribute toward better service by analyzing customer preferences and tailoring the service process and context to the customer’s needs. Theoretical framework involved in the study are personalization in service systems, perceived usefulness of customer services, transaction cost theory and perceived care theory. It is an empirical evidence that about 3/4th of Internet users are interested in personalized services. For this, Dual process model is applied for online research. Six popular online book stores were chosen for the study. It is found that emotion may be more important than economic incentives and the e-tailers have an effect on stronger positive attitudes of their customers if their customer services are personalized. The services perceived to be more useful by customers were those that allowed customers to trace the order and delivery process and as providing the best sales services while the least usefulness was the on-click service.

*Sanjeev Kumar, Savita Maan (2014)*³⁵, had made an attempt to study in the topic “Status and Scope of Online Shopping: An Interactive Analysis through Literature Review”. The study aims to provide theoretical knowledge in understanding the present scenario of online shopping and explores the factors that affects the online shopping. It is observed from the study that the major factors that encourage the online shopping. The study shows the advantages of the online shopping compared to the traditional shopping as 24/7 shopping, time saving, comparison of price, shop etc. The study also concentrates in the problems involved in online shopping. The various problems faced are lack of touch and feel of merchandise, delay in delivery, shipping charges, Quality issues, Security concerns etc.,

*Jonghun Park (2014)*³⁶ made an attempt to study in the topic “A Conditional feature utilization approach to itemset retrieval in online shopping services”. The core objective of the study is to know the item set retrieval problem to construct on items set consisting of items belonging to the same product type against the query item in

which a customer is interested with the online vendors. There may exist many items with diverse prices and various descriptions for a single product type across many online shopping venues. Dataset consists of items from over 180 distinct online shopping mall. CF – SIM model is used for examination. According to the results as per the performance of CF – SIM is better than other alternatives. The experiment results based on two real –world datasets show that CF – SIM performs better than the other alternatives considered.

*Shanthi, Desti Kannaiah (2015)*³⁷, were concentrated in the topic “Consumer’s Perception on Online Shopping”. The core objective of the study is about to know the type of products purchased by consumers through online shopping and to identify the factors influencing customer to buy online. The study is based on explorative and comparative method. The sample of 100 respondents were involved in the study. Factor analysis has been used and six factors were identified. They are Product Information, Online Payment, Convenience, Consumer attitude, easy accessibility and flexibility. Moreover, majority of the respondents use flipkart.com for their online purchase. It is evident from the study that the most influencing factor on purchase of products through online is price of the product. The study reveals that mostly the youngsters are attached to the online shopping and hence elders don’t use online shopping much as much compared to the younger ones.

*Puja Gupta (2015)*³⁸, made a study in the topic “Comparative study of online and offline shopping: A Case study of Rourkela in Odisha”. The core objective of the study is to know the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline. The study is based on Qualitative and Quantitative data. On providing an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate the customers to decide whether to do online shopping or go for offline shopping. 150 sample respondents were used for the study. However, majority of the respondents are female and the most preferred website for online shopping is Flipkart. It is known from the results that most of the respondents purchase cloths through online shopping. The majority of the respondents feel that in online shopping they get more varieties of products when compared to traditional shopping.

*Priyanka and Ramya (2016)*³⁹, had made a study in the topic “Usage of Online Shopping among College Students”. The main objective of the study is to find the relationship between factors influencing online shopping and usage of online shopping. Technology Appliance Model (TAM) has been used for the study. Convenience Sampling Technique has been adopted to select 420 respondents for the study. Correlation and ANOVA has been used to analyse the data. However, majority of the respondents are post graduates, and 65 percent of respondents have 1 to 2 years of experience in online shopping. 74 percent of respondents practice on cash on delivery mode for payment and majority of the respondents use mobile phone for their online shopping purpose. The factors considered for the study are perceived usefulness, perceived ease of use, subjective norms, previous purchase experience and perceived risk.

*Anand Upadhyay, Ambrish Pathak, Nirbhay Singh (2017)*⁴⁰, had conducted a research in the topic “Evolution of Online Shopping: e-Commerce”. The aim of the study is to examine the consumer’s behavior towards buying pattern on online shopping. 120 respondents were considered as sample for the study. It is resulted from the study that 87.98% of the respondents like to purchase online. Majority of the respondents were influenced by the advertisements which are telecasted in between movies and serials. It is known from the study that majority of the respondents prefer Amazon for their online purchase. 75.71% of respondents prefer cash on delivery for their payment for which they have purchased through online shopping sites. It is concluded that people are getting ready with slow transition being happening from the traditional shopping to online shopping shows the position sign in digital India.

*Ambika, Jayaprabha , Maikandaprabhu (2019)*⁴¹ made a research in the topic “A Statistical Survey on Online Shopping Trends in Amazon among College Students”. The study is to know the level of usage of Amazon shopping site by the college students, their attitude of purchasing goods, their experience and satisfaction on their shopping. The research methodology used for the study is quantitative research method. A sample of 100 respondents were involved in the study. The tools used for analysis are Chi Square test, Cross tabs, ANOVA and percentage analysis. Majority of the respondents purchase products whenever they are in need. The most important factor which influence the purchase of products from Amazon is Quality Reviews from the other customers. It is lucid from the study that female students purchase

more when compared to the male students. The result proves that the customers prefer to buy electronic products and clothing than the other products.

*Praveen and Jyoti Singla (2019)*⁴², made a research work in the topic “An Insight into the factors affecting customer’s perception towards online shopping”. The study makes an attempt to study the factors that affect the customer’s perception towards online purchasing style instead of traditional style of shopping. The sample respondents considered for the study is 40. The findings indicates that out of 14 factors identified, security is the most studied factor by the majority of the respondents which influences the customer’s perception towards online shopping. The second factor which influence is the overall quality followed by privacy, Website design, payment risk etc.,

REVIEWS RELATING TO PROBLEMS FACED BY ONLINE SHOPPERS

*Manivannan Senthil Velmurugan (2009)*⁴³ made study in the topic “Security and Trust in E-Business: Problems and Prospects”. The core objective of the study is to analyze the problems related to online trading, customers trust and addressing security issues by online retailers. The research paper revealed that online trading has certain demerits like: lack of trust on retailers, consumer’s unawareness about e-trading or e-business practices, and lack of confidences on the unseen retailers and unclear rules and regulation. Moreover, technological giants tend to be the hackers of web information, which in turn increases cybercrime and influence and not to advance online shopping. The article suggested online companies to take all possible measures to enhance and build in customer’s trust, to create awareness on e-transactions and update the laws and regulations.

In order to study about consumer’s perceived risk and risk relievers in e-shopping *Lili Zheng et.al (2012)*⁴⁴ attempt a study about online shopper’s perceived risk and risk reduction strategies. It is suggested that perceived risk is a powerful index for explaining consumer behavior since consumers are more often motivated to minimize potential failure than to pursue purchasing success. Here, Non-probability Convenience Sampling technique is used for selection of 482 real professional customers. Two component perceived risk model has been used in the study. French e-shoppers and Chinese e-shoppers were compared and Chinese e-shoppers ranked as first in their pre occupation with performance risk associated with product quality,

followed by privacy risk and source risk. Five most favourable risk reduction strategies were used to reduce their perceived clothing purchase risk on the Internet.

*Anukrati Sharma (2013)*⁴⁵, had concentrated in the topic “A Study on e-Commerce and Online Shopping: Issues and Influences”. The prime objective is to study the changing buying patterns and to analyze the growth of e-commerce and online shopping and guidelines for further growth of the e-commerce industry. 250 respondents were selected for the research. The online shopping is highly preferred by female than the males. The study highlights that most of the customers prefer to purchase clothing and accessories from online shopping websites. It is also found from the study that most of the respondents like to make payments at the time of delivery of the products. It is concluded from the study that online shopping and e-commerce are important part of B2B in the present world.

*Anubhav Reddy and Brig. Rajiv Diveka (2014)*⁴⁶, made a study in the topic “A Study of Challenges Faced by e-Commerce Companies in India and Methods Employed to overcome them”. The core objective of the study is to know the major issues faced by online retailers in India and techniques adopted by them to overcome the issues. Empirical data was collected from 100 respondents. Online companies face issues in collection of payments from their customers, as they are poorly aware of online payment processes, and also online traders face issues in computation of tax and its collection from the customers. Ensuring the safety of transaction is yet another primary issues faced by the online companies, even though they have installed technologically advanced fire-wall and anti-virus packages to protect each single transaction carried out by their customers. Online retailers have also claimed issues in logistics and supply chain management of their business deals, delivery of product to the right customers, reclaiming the product or return policies and offering product touch or feel factor.

*Bo Dai, Sandra Forsythe, Wi-Suk Kwon (2014)*⁴⁷, had researched in the topic “The impact of online shopping experience on risk perceptions and online purchase intentions: Does product category matter?” The purpose of the study is to examine the influence of online shopping experience on the perception of specific types of risks associated with online shopping and the risk perceptions influences online purchase intentions. A sample of 336 respondents were considered for the study. It is found out

that the study confirms the conjecture that risk associated with online shopping is multifaceted. It is suggested that by better understanding the relationships among previous online shopping experience, types of risk perceptions and purchase intentions, e-marketers may be able to take more appropriate actions to make shopping online in less risky experience.

*Sadiq Sohail's (2014)*⁴⁸, made a research in the topic “Factors Impeding Online Shopping: An Arab World Perspective”. The core objective is to examine the factors that are impeding online shopping in the Arab Region. It is used to determine the difference in barriers to online shopping by the shoppers and non-shoppers. Theoretical framework applied in this study were Nature of Products, Benefits of Online Shopping, Barriers to Online Shopping and Innovation Barriers. It is found that the major factors that impede online shopping are digital concerns, financial security concerns and online store barriers. Convenient Sampling Technique is used to select 342 respondents. It is found that the limited employment opportunities for women encourage them to pursue virtual businesses that include online business. It is recommended that the proper postal address system to be developed so that the delivery of goods to the customers will be possible.

*Sivanesan (2017)*⁴⁹, had made a study in the topic “A Study on Problems Faced by Customers in Online Shopping with Special Reference to Kanyakumari District. The main objective of the study is to examine the problems faced, reasons for the problems, solutions to overcome the problem and the opinion towards the online shopping by customers in online shopping. Descriptive research design is used in the study. Simple Random technique has been used to select 100 respondents as the samples. For analysis purpose simple percentage analysis and Garrett Ranking technique has been used. It is observed from the study that majority of the respondents express their inability feels that they can't able to touch and feel the products purchased from online. They experience the delivery of product that takes for more than one week. It is suggested from the study that proper awareness must be made available to all people of different occupation and online websites must ensure about the security and confidentiality of card information.

*Muthukrishnan and Niranjanaa Devi (2017)*⁵⁰, aims to study the topic “A Study on the problems faced by the college students in their online shopping”. The primary

objective of the study is to know the issues and problems that are faced by the college students while shopping through online. By adopting quota sampling technique 300 students of various colleges are selected as samples for the study. It is found that 72 percent of respondents have faced problems during their shopping in online. 80 percent of respondents agreed that there is no security in online payments and 70 percent of respondents are not aware to complaint against online frauds. 80 percent of respondents are not willing to enclose their personal information and 54 percent of respondents experienced the receiving of inferior goods and 60 percent of respondents experienced the poor customer service.

*Nitin Kumar et.al (2018)*⁵¹ speaks about the topic “Challenges and Opportunities of e-Commerce in India: Pathway for Sustainable e-Commerce”. The main objective of the study is to observe the challenges and the opportunities of e-commerce in India. The study is based on meta-data. The problems faced by the online shoppers are incidental due to poor development of communication systems by not adopting 4G technology enabled services, improper banking rules and regulation and inappropriate online trading practices. The article suggested the both Central and State Government and private agencies to implement ICT technology enabled facilities in every step, create awareness among the common public on effective online shopping and effective implementation of e-commerce for sustainable economic growth.

REVIEWS RELATING TO SATISFACTION ON PURCHASE OF ONLINE SHOPPING

*Yundan Lu et.al (2012)*⁵² has undertaken a study in the topic “Effects of dissatisfaction on customer Repurchase decisions in e-Commerce – An emotion based perspective”. The core objective of the study is to examine the effects of dissatisfaction on customer repurchase decisions in e-commerce. To attain the objective the conceptual model has been used. If a customer satisfies on a purchase, the repurchase behavior will extend. In china, majority of the customers are inclined to comment on their online purchase and the same was reviewed by other prospective customers. The Analysis was made on the influence of positive/negative emotion on customer’s behavior on repurchase intention. The study were made with 558 respondents in total. It is found that dissatisfaction has significant direct and indirect influences. The overall results indicates that customers have an inherent need to

maintain emotional stability and a desire to reduce the impact of negative emotions before they make purchase decisions

*Taweerat Jiradilok et.al, (2014)*⁵³, went into the research topic “The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand”. The core objective focused on the factors that are the most influential in motivating online purchase intention. 400 sample respondents have participated in the study. The conceptual model has been used to attain the core objective. Along with the model, descriptive statistics, inferential statistics and multiple regression has been used for analysis purpose. The result shows tangibility as the only factor that the respondents have satisfied in high level. The results indicate that experience in purchasing has significant influence on purchasing intention. The study reveals that people mostly value assurance and empathy as the most influential dimensions. It is obvious from the study that variety, website system quality have no influence on purchasing intention in customer’s decision.

*Bhuvaneshwaran et.al (2015)*⁵⁴ went on to research in the topic “A Study Customer Satisfaction towards Flipkart, Chennai”. The main objective of the study is to examine the customer’s satisfaction towards Flipkart .Com users in Chennai city and also to find out the various attributes of Flipkart users of Chennai city towards the online shopping. To attain the objective percentage analysis and t-test has been used. 53 respondents were taken as sample for the study. It is found that the advertisement reached their customers successfully and most of the customers have satisfied with the services offered by the Flipkart and the customers are willing to recommend them to make purchases from Flipkart. It is suggested that the company can open retail stores which can be accessed by the consumers to feel and analyze the products, which will gain the consumers faith.

*Jayaprakash, Mythili, and Ganesh Kumar (2016)*⁵⁵, has made a research on the topic “Customer Saisfaction towards Online Shopping in Pollachi Taluk”. The primary objective of the study is to analyse the satisfaction level of consumers towards online shopping. By using convenient sampling technique, 150 respondents were selected for the study. The discussion is about to study the most preferred shopping sites, reason for buying products and product preferences satisfaction. It is noticed from the study that 60 % of the respondents purchase once in a month and the

majority of the respondents purchase due to the quality of the product. It is found that there is a significance between respondent's age and amount spent on purchase of a product through online. 67.3% of respondents were satisfied with easy return policies. As per the result, 70.7% of respondents are satisfied with payment security.

REVIEWS RELATIG TO BRANDED AND NON-BRANDED PRODUCTS

*David Smith, Nikola Gradojevic, Sean Irwin's (2007)*⁵⁶, get into study in the topic "An Analysis of Brand Equity Determinants: Gross Profit, Advertising, Research and Development. The core objective of the study is about to analyze the relationship of different variables and brand equity with the purpose of providing useful insight into brand management and advancement. 198 observations are referred for the study. Correlation and regression analysis has been used for analysis purpose. The result of correlation of brand equity which showed a positive significant relationship implies that higher expenditure in advertising and that results in higher levels of brand equity. It is also put forwarded that there is a strong positive correlation between research and development expense and brand equity. The correlation of gross profit confirms the relationship between brand equity and a price premium.

*Mohammad Alamgir et.al (2010)*⁵⁷, were study in the topic "Influence of Brand Name on Consumer Decision Making Process- An Empirical Study on Car Buyers". The main objective of the study is to know about issues related to brand and non-branded products. The study is about what a brand name can have, when people go for purchasing, choose the products between different brands. By using simple random sampling technique a sample of 100 respondents were considered for the study. It is clear that the brand name has strong influence on purchase decision. They express that the majority of the respondents prefer only branded products as it is a symbol of quality, status and reliability. It is known from the study that 46% of respondents consider only one brand when they take decision to buy. It is concluded that the brand name has strong impact on purchase decision and the branded products offer superior quality products to meet the customer's expectation and satisfaction.

*Salim, Praven Raj (2010)*⁵⁸, had made a research work in the topic "A Study on Brand Consciousness among children and its impact on family buying behavior". The core objective of the study is to know the level of brand consciousness and its impact

on children. Convenient sampling technique has been adopted to select 150 respondents for the study. Obviously, the majority of the respondents are aware of the brand. Majority of the respondents says that good quality of the product makes them to purchase branded products. 68% of respondents have expressed that unbranded products provide same satisfaction as that of the branded products. 80% of the parents responds that suggestions of children are valuable to them at a moderate level while making purchases for the family. It is concluded that brand image is built with the logo, name and slogan.

Aaron Perzanowski's (2010)⁵⁹, focuses on the topic “Unbranding, Confusion, and deception”. Article focuses on branding, rebranding, unbranding of products. Rebranding serves as a lagging indicator of already implemented changes. Monthly data on consumption of branded and non-branded products based on income, quality of the products and price of the products have been collected from the economic survey of Pakistan for the period from 1985 to 2011. Rebranding motivated by inherent shortcomings of a brand are more likely to fall on the evolutionary end of the spectrum. It is the process of eliminating or selectively reducing the visibility of a brand marred by negative consumer impressions. Without sacrificing the economic efficiencies of brand, trademarks are intended to enable, consumers cannot research the provenance of each mark they encounter in order to ensure it is not linked to an unsavory past. The competitors of unbranders to place the concerns of consumers above their own economic self interest

Arun Kumar Agariya et.al., (2012)⁶⁰ have done study in the topic “The Role of Packaging in Brand Communication”. The study is about to find the role of packaging in brand communication and determining the elements / attributes of packaging for communicating the brand value to customers. 118 respondents were participated in the study. For analysis purpose multiple regression analysis and reliability analysis were used. It is found out from the study that pack designs are more likely to influence the customer perception of the brand than advertising. It is known from the study that variation of size make the affordability of product adjustable as per the income level and standard of living. Shape is also a very important attribute as it is evidenced from the research. It is evidenced from the study that buyer attraction was an important factor in the package design and the companies are finding new ways and means to attract customers by its attractive package design. It is concluded that

packaging has a better reach than advertising does and can set a brand apart from its competitors.

*Muhammad Imtiaz Subhani (2012)*⁶¹, had made a research in the topic “A Battle between branded and me too brands (unbranded) products”. The study is about to focus on how consumers evaluated branded vs. me too (unbranded) products based on factors such as income level and price, quality, variety etc., Bi-Variate Test is applied to analyse the co-integrating properties of the consumptions of branded and non-branded products. Furthermore, the increase in income turns them to buy more branded products than unbranded products. If prices of the branded and unbranded product goes up, the consumptions for both the products goes down. It is concluded from the study that the purchase of branded and non-branded products on the basis of their prices are co-integrated.

*Asha, Edmund Christopher's (2014)*⁶² view on the topic “A Study on Buying Behaviour of Customers towards Branded and Non-Branded Gold Jewellery with reference to Kanyakumari District”. The core objectives of the study is to know the buying motivation, customer satisfaction and comparison between branded and non-branded gold Jewellery. 350 respondents were considered for the study by using stratified random sampling technique. For analysis purpose, Friedman Rank test and ANOVA has been used. It is resulted from the study that majority of the respondents purchase gold for the marriages in the family. Obviously television plays a vital role in advertisement to create awareness towards the brands. Purity factor of the branded jewellery makes the people to buy from branded jewellery.

*Syed Tabrez Hassan, Bilal Huurah and Amit Lanja (2014)*⁶³, has done a research work in the topic” A Study of Customer Perception of Youth towards Branded Fashion Apparels in Jalandhar City”. The primary objective of the study is to know the customers wants, tastes and preferences, reason for switching over from one brand to another and factors influencing them to purchase branded apparels. By adopting random sampling technique, 200 respondents were selected for the study. Factor Analysis and percentage analysis has been used for analysis. According to the study the customers use branded clothes to look attractive and to impress others. Accordingly, people are less loyal towards the branded clothes and fashion, family and friends influence the choice of brand. Six factors are resulted from the study i.e.,

Brand Conscious, Value and Quality seekers, Trendy Factor, Reasons for Buying, Brand Loyalty and Influencers.

*Priyanka Gautam, Urmila Thakur (2015)*⁶⁴, investigated in the topic “A Study on Customer Preferences among Branded and Non - Branded Jewellery”. The main objective of the study is to know the brand awareness and consumer perception towards branded and non-branded jewellery. A Sample of 50 respondents were selected for the study. It is resulted from the study that 46 respondents were aware of many brands. Most of the respondents are satisfied towards jewelers. 38 respondents prefer branded jewellery. It is observed from the study that majority of the respondents are satisfied and 6 respondents were highly satisfied. It is suggested to the Jewellers that they should maintain their good image to stand by in the market. It is concluded that the satisfaction level for branded jewellery which is more that of the non-branded jewellery makes the branded jewellery more popular.

*Seema Hariramani (2015)*⁶⁵, made a research in the topic “Buying Behaviour and study is about to analyze the behavior and perceptions of people regarding branded and non-branded products”. The core objective of the study is to compare the preferences of the customers among the lifestyle products of branded and non-branded products. Single cross sectional research design has been adopted for the study. By adopting convenience sampling technique 100 respondents were selected for the study. People are very much influenced with lifestyle products and adopt it very well. People prefer branded items in clothing, footwear, and accessories and they prefer non-branded in home furnishings. It is observed that women are more conscious to fashion than men. Around 75% of respondents expect excellent product performance from branded items. 50% of respondents express that they are loyal to the branded products.

*Asaad Ali Karan, Serdar Saydam's (2015)*⁶⁶, made a study in the topic “An Anaylsis Study of Improving Brand Awareness and its Impact on Consumer Behaviour Via Media in North Cyprus (A Case Study of Fast Food Restaurants)”. The prime objective of the study is to find out how customer based brand equity differs between fast food with respect to each characteristic of brand awareness, brand image, customer behavior and brand loyalty. Both quantitative and qualitative research methods were used for the study. Factor analysis was applied to find out the

factors which impact on brand awareness and customer behavior. 115 respondents were involved in the study. The media which is traditional media and social media positively influence the brand awareness. It is meant from the study that 90.7% of variation in brand awareness can be described by the variation in brand loyalty, brand image, consumer behavior and media. It is known from the study that most of the respondents (93.3%) belong to the other countries.

Vijayabanu et.al.,(2016)⁶⁷, made a research in the topic “Brand Preferences of Rural Customers – An Empirical Approach”. The aim of the study is to know the brand preferences of rural consumers towards FMCG goods. 200 rural customers are considered as sample for the study. Descriptive statistics, Factor Analysis and regression analysis has been used for analysis purpose. It is found out from the study that majority of the respondents are men. And it is also resulted from the study that there is significant association between factors determining FMCG brands and purchase intention of rural customers. It is known from the study that the regression model is statistically and significantly predicting the brand preference factors towards purchase intention. It is concluded from the study that some of the goods are branded and the other goods which are available in the local markets are used by the rural peoples.

Antonio Iazzi and Savino Santovito (2016)⁶⁸, had made a research in the topic “Branded versus Non-Branded: Differences in Consumer Preferences”. The study is to analyze the different opinions on branded and non - branded products with Italian jeans consumers. 500 consumers were referred for the study. Laddering Interview Technique was used for collection of data. It is found out from the study that the majority of the respondents belongs to the age group between 18 - 35 years and out of that 2/3rd are women. The analysis showed that brand liking consumers also seek to lower costs because the price is the second purchasing attribute. It is shown in the study that non-brand liking consumers are seen more insecure and was given greater importance to the observed variables.

Pooja Puri and Harinder Singh Gill (2016)⁶⁹, has shown interest in the topic “Consumer Preference towards Brand – A Choice between Branded and Unbranded product”. The study aims at examining the consumer’s preferences towards brand and also over branded and non-branded products. By adopting Judgment Sampling

Technique, a sample of 100 respondents were selected for the study. Percentage analysis, Chi-square test and factor analysis were used for analyzing the data. The result shows most of the people prefer to purchase cloths and moreover, people having high income spend more on branded products. Majority of the respondents experienced that unbranded products are more reliable than branded products. Majority of the respondents look for the quality of products while shopping through online.

*Bharathi and Loganathan (2016)*⁷⁰, made a study in the topic “Buying Behaviour towards Online Shopping with special reference to Coimbatore city”. The study concentrated on analyzing the online shopping buying behavior among Coimbatore people. By using convenient random sampling method 150 respondents were selected for the study. For analysis purpose Percentage Analysis, Chi-Square Test and Ranking Analysis were used. It is found from the study that online shoppers prefer buying cloths and computer components on online. The shoppers attracted by the online shopping features like, convince in payment of cash or through plastic money, ensured safety and reliable product delivery systems. The study suggests that to attract more people to shop online, internet retailers have to introduce innovative products and service categories.

*Sonali Dhawan (2016)*⁷¹ had made a research in the topic “A Study of Consumer Behaviour towards various Branded and Non-Branded Milk with special reference to Jabalpur District in Madhya Pradesh”. The study focuses on consumer behavior, brand awareness, level of satisfaction, and problems towards various brands of milk and milk products. 150 respondents were involved in the study. It is found out from the study that in Madhya Pradesh, the consumption of unbranded milk popular rather than branded milk. The respondents experienced that it is difficult to make ghee from branded milk. General thought of people is that the branded milk is not a fresh one. It is concluded from the study that there is lack of awareness among the public about the product and to overcome that the awareness campaign should be organized.

*Pankaj Jain and Gautam Bansal (2017)*⁷², went into the research topic, “Study on effects of shopping orientation on the consumers buying online in Punjab”. The aim of the study is to evaluate the impacts of shopping orientations on customer online purchase intention. Descriptive type of study was used for research purpose. A

total of 523 respondents were participated in the study. It is known from the study that most of the respondents have been buying online for the past 2 years. The consumers are highly known about e-commerce process and the Government also indirectly boosting up the e-commerce sector by the way of digitalization. The major finding of the study is that the customers are looking for branded products online and they also perceived that good quality products are not available online. Shopping orientation of a customer strongly affects as to what they will buy or not.

*Sonika Mishra, and Archana Agarwal (2017)*⁷³, made a research in the topic “A Comparative Study on Buying Behaviour of Customers towards Branded Apparel over Non-Branded Apparel with special reference to Raipur City”. Exploratory research design was adopted for the study. The study is done to know how consumer behavior for apparel is influenced by various factors. By using convenient sampling method, a Sample of 100 respondents were selected for the study. It is found that majority of the respondents are aware of different brands available in the market. Half of the respondents prefer branded apparel over non-branded apparel. In apparel marketing, promotion measures like discount and buy 2 get 1 free scheme play an effective role towards promotion. It is suggested that the company may concentrate in other media advertisement than the TV advertisement.

*Tayyaba Rafique Makhdoom et.al (2017)*⁷⁴, made a research in the topic “Teenagers Preference towards Branded and Unbranded Products: Case Study of Hyderabad, Pakistan”. The study is about to examine the preferences, knowledge, attitude, and awareness of teenagers about branded and unbranded products. Quantitative research method has been used for the study. 300 respondents were involved in the study. It is known from the study that approximately men and women are equal in proportion and the majority of the respondents are satisfied with the branded products and the majority of the respondents are highly aware about branded products. 74.3% of teenagers accept that they only consider the quality of branded products when they purchase it. Hence it is suggested that the companies of branded products should target, particularly on a teenagers by improving quality of products relative to its price.

*Lakshmanan and Karthik (2018)*⁷⁵ made an attempt to study in the topic “Consumer Behaviour and Satisfacion towards Online Shooping –A Study with

reference to Tirupur District”. The study aimed to analyze the Online Consumer Buying Behaviour in Tirupur District. Exploratory and descriptive research design has been used in the study. By adopting purposive sampling technique 550 respondents were selected for the study. The article reveals that age, educational qualification of individual, their occupational status and monthly income of shoppers’ level significantly influences their online shopping behavior. Findings of the article also revealed that the shoppers faced issues in returning the goods that were received in damaged condition and they also face the delay in delivery of goods which were purchased through online. It is suggested to buy products with high quality and not to consider the cheap rate.

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